

Message Text

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SUBJ: STAMPA SERA CHANGES EDITORS. LA STAMPA NEW EDITOR
SEARCH STILL ON

REF: (A) FLORENCE 433, (B) MILAN 1014 (BOTH NOTAL TRIESTE)

1. DURING JULY 4TH RECEPTION, GIOVANNI GIOVANNINI, PRESIDENT OF EDITRICE LA STAMPA, S.P.A., FIAT-OWNED COMPANY THAT PUBLISHES MORNING "LA STAMPA" (ITALY'S SECOND LEADING DAILY CIRC. 450 - 500,000) AND AFTERNOON "STAMPA SERA" (LIVELY, TABLOID SIZ, MONEY-LOSING, CIRC. CA. 160,000) QUITE OPENLY ADMITED TO ME WHAT HE SAID WAS WELL-KNOWN FACT THAT LA STAMPA EDITOR ARRIGO LEVI, GIOVANNINI AND FIAT PRES. GIOVANNI AGNELLI ALL WERE IN AGREEMENT WITH LEVI'S DESIRE TO STEP DOWN AS LA STAMPA EDITOR BY THE END OF THIS YEAR. GIOVANNINI, WHO IS ALSO PRESIDENT OF ITALIAN NATIONAL NEWSPAPER EDITORS ASSOCIATION, SAID MAIN AND MOST DIFFICULT PROBLEM WAS FINDING TOP FLIGHT REPLACEMENT FOR LEVI WHO WOULD BE WILLING TO TAKE THE JOB (WHICH
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ISN'T ONE OF THE SAFEST OCCUPATIONS IN TURIN). HE ADDED THAT AGNELLI HAD OFFERED JOB TO HIM AND UGO STILLE, BUT BOTH HAD DECLINED. GIOVANNINI HAD TRIED TO INTEREST PIERO OTTONE, BUT HE, TOO, DECLINED.

2. WHEN I MENTIONED SEVERAL OTHER NAMES THAT HAVE FLOATED IN AND OUT OF TURIN CIRCLES FOR PAST YEAR -- BORIO (LEFT

LA STAMPA CITY DESK A YEAR AGO TO TAKE EDITORSHIP OF IL PICCOLO IN TRIESTE), OSTELLINO OR BARBIELLINI (REF. B), AND SENSINI, GIOVANNINI JUST SHOOK HIS HEAD NEGATIVELY (ALTHOUGH THERE SEEMED TO BE A PAUSE OVER SENSINI'S NAME).

3. GIOVANNINI ALSO INFORMED ME THAT CHANGE IN STAMPA SERA EDITORSHIP WILL BE ANNOUNCED AFTER JULY 6 EDITION. CURRENT EDITOR, ENNIO CARETTO, WILL BE SENT IN OCTOBER TO NEW YORK AS LA STAMPA/STAMPA SERA U.S. CORRESPONDENT. PRESENT CORRESPONDENT IN NEW YORK, FURIO COLOMBO, WILL REMAIN IN U.S., BUT TAKE ON MORE OF A "COLUMNIST'S" ROLE AND LEAVE FOREIGN CORRESPONDENT TASK TO CARETTO. STAMPA SERA'S 47-YEAR-OLD REGULAR CORRESPONDENT SANDRO DOGLIO FROM TURIN, WILL TAKE OVER FROM CARETTO. IN 70-76, DOGLIO WAS FIAT GROUP'S PRESS SPOKESMAN AND DIRECTOR FOR PUBLIC RELATIONS (SUBSEQUENTLY REPLACED BY LUCA DI MONTEZEMOLO).

4. CARETTO, WITH HIS AMERICAN-BORN WIFE AND FOUR CHILDREN, WILL BE A LIVELY ADDITION TO FOREIGN PRESS CORPS IN U.S BORN IN CRESCENTINO (ON THE PO RIVER, NEAR VERCELLI IN PIEDMONT REGION OF NORTHERN ITALY) IN 1937, HE RUGGED AND ATHLETIC 41-YEAR OLD CARETTO STUDIED LAW IN TURIN AND IN 1950'S JOINED LA STAMPA. HE HAS TRAVELED WIDELY IN EASTERN AND WESTERN EUROPE, U.S., AND FAR EAST (HE RECENTLY RETURNED FROM A TWO-WEEK STAY IN CHINA). HE WAS LA STAMPA'S CORRESPONDENT IN U.S. AND LONDON PRIOR TO UNCLASSIFIED

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GOING TO MOSCOW IN THE SAME ROLE IN NOVEMBER 1967. IN A CELEBRATED EXPULSION IN JANUARY 1969, CARETTO WAS GIVEN ONE WEEK TO DEPART USSR UNDER ORDERS OF SOVIET FOREIGN MINISTRY. (DOGLIO, WHO WAS THEN LA STAMPA CORRESPONDENT IN BRUSSELS, WAS ABOUT TO REPLACE CARETTO IN MOSCOW WHEN UMBERTO AGNELLI ELEVATED HIM TO THE FIAT POST NOTED ABOVE.) CARETTO REMAINED WITH LA STAMPA UNTIL DECEMBER 1975 WHEN HE WAS GIVEN EDITORSHIP OF STAMPA SERA.

5. CARETTO, WHO SPEAKS EXCELLENT ENGLISH, HAS VERY WIDE RANGING INTERESTS, INCLUDING SPECIALITIES IN EUROPEAN COMMUNITY, ATLANTIC ALLIANCE, THE MIDDLE EAST AND VIETNAM (WHERE HE WORKED FOR SOME TIME AND RECORDED HIS VIEWS IN HIS BOOK "THE FALL OF SAIGON" - LA CADUTA DI SAIGON). HE WAS A LIVELY INTERLOCUTOR FOR FORMER NATO AMBASSADOR STRAUSS-KHAN DURING HIS MARCH 1977 VISIT TO TURIN. WHILE FURIO COLOMBO HAD THE MAIN TASK, CARETTO ALSO CLOSELY FOLLOWED 1976 U.S. ELECTIONS AND WE PROVIDED HIM FACILITATIVE ASSISTANCE DURING AUGUST 1976 VISIT TO NEW YORK/WASHINGTON (77 ROME 12347). EMBASSY/CONSULATE AND ICA ROME/TURIN HAVE HAD CLOSE AND GOOD RELATIONS WITH CARETTO AND HIS DAILY "IL PUNTO" COLUMN IN STAMPA SERA WILL BE SORELY MISSED.

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